

EXHIBIT K

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How can I create a campaign?

Ad targeting best practices



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Updated this week

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In this step by step guide we will show you how to create a banner ad campaign and all the important settings.

[Log in to your account](#) and click **Create campaign**.

[Create campaign](#)


Balance:
0 USD

Billy Butcher ▾

 **Spent this month**
0 USD


Ad format

Choose an ad format and name your campaign.
For example, **Banner 300x100**.

 Settings

2

Audience and pricing

 Settings


Name and group


Campaign name*
Banner 300x100


?

Group

Ad format

☒ **BANNER**
Classic display banners with 100% fill rate for all popular formats.


☐ **POPUNDER**
Opens in a separate window under the active window or in a side tab.


☐ **INTERSTITIAL**
Full-screen ad showing an interactive landing page or an image.


Then select a banner size. Let's say it will be 300x100.

Banner format option

Categories ?

300x250

315x300

728x90

300x100

900x250

250x150

40

Traffic from the selected
tags

BLACKLIST

Traffic from all tags
except selected

Categories

Choose **Whitelist** to receive traffic from the selected categories (adult and mainstream) and tags. Choosing **Blacklist**, you'll not receive traffic from the selected categories and tags.

💡 If Whitelist is selected, then you will not receive traffic from NEW tags.

Categories ?



WHITELIST

40

Traffic from the selected
tags

BLACKLIST

Traffic from all tags
except selected

ADULT



35

MAINSTREAM



5

🔍 Type tags name

DESELECT ALL TAGS

Adult

Adult General

Amateur

Anal / Extreme

Arab

Asian

BBW

BDSM / Cuckhold

Big Breast

Blowjob / Creampie

Bukkake

Cartoon

Celebrity

Dating

Ebony

Fetish

Gay

Granny

Handjob

Indian

Interracial

Japan

Latina

Lesbian

Massage

Masturbation

Mature

Pornstar

Shemale / Tranny

Squirting

Swingers / Group sex

Taboo

Teen (+18)

Virtual Reality

Voyeur / Public Nudity

Webcams

Mainstream

Games

Mainstream General

Manga / Anime

News and Media

Streaming

Scheduling

Here you can choose your time zone, specify start and end dates of the campaign.



Scheduling

Start and end date

Time zone of the start and end dates

(UTC) Coordinated Universal Time



Start date



End date



Day-time range ?



ALL



CUSTOM

Also, You can choose the days and hours during which your campaign will be active.



Use presets to quickly select the right time.

ALL

WORKING HOURS

DAY TIME

NIGHT TIME

CLEAR ALL

MON	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23
TUE	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23
WED	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23
THU	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23
FRI	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23
SAT	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23
SUN	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23

Targeting

Select required targeting options depending on your campaign goals. Let's take a look at each separately.

GEO targeting

Here you can find the list of 240 countries. Select required GEOs.

💡 In addition to the standard manual selection of each country, you can use presets, like tier-1, DACH, English speaking countries etc.

The screenshot shows the 'Choose countries and region' dialog box. On the left, there's a 'SHOW REGION' toggle (off), a 'FILTER' button with a right arrow, a search bar with the placeholder 'Search for a country', and a list of countries with checkboxes (Argentina, Armenia). A green arrow points from the 'FILTER' button to the right panel. The right panel, titled 'Filter', shows 'Nothing selected yet' and a list of presets: 'Tier1' (circled in green), 'Tier2', 'Tier3', and 'Africa'. A 'CLEAR' button is in the top right.

You can also target specific regions, for example, Arizona, California etc.


💡 Too narrow target can be the reason for the lack of impressions.

The screenshot shows the 'Choose countries and region' dialog box. On the left, there's a 'SHOW REGION' toggle (on), a 'FILTER' button with a right arrow, a search bar with 'united states', and a list with 'United States' checked and a count of 4. A green arrow points from the 'SHOW REGION' toggle to the right panel. The right panel, titled 'United States region', has a search bar with the placeholder 'Search for a region' and a 'SELECT ALL' button. It lists states with checkboxes: Alabama (checked), Alaska (unchecked), Arizona (checked), Arkansas (checked), and California (checked). A green circle highlights the right arrow button at the bottom of the left panel.

Languages

We recommend setting up language according to the ad creatives and landing page.

Choose languages ×

 Search for a language

SELECT ALL

☐ English

☒ German

☐ French

Devices

We recommend creating separate campaigns for each device. The major benefit of this segmentation is more precise bid control.

Devices

☐ ALL ☒ CUSTOM

☐ DESKTOP ☒ MOBILE ☐ TABLET

Operating systems

Targeting by operating system and specific versions giving you granular control over the delivery of your ads to users. This is essential for promoting mobile apps.

💡 Don't mark desktop operating systems if you're targeting mobile devices.

Choose operating systems




 Search for an operating system

SELECT ALL


- ☒ iOS
- ☐ Tizen
- ☐ Android

Choose operating system versions



 Search for an operating system ver:

SELECT ALL

 iOS 70



- ☒ 15.9
- ☒ 16.0
- ☒ 15.8
- ☒ 15.7
- ☒ 16.1
- ☐ 3.2

Browsers

Targeting by browser is needed for advertisers who promote browser-specific products, like extensions. Also, this is an additional option to analyze the effectiveness of your ads.

Choose browsers



 Search for a browser

SELECT ALL

☐ Chrome

☒ Chrome Mobile

☐ Firefox

☒ Firefox Mobile

☐ IE

Carriers

Target users by mobile operator (carrier) or cable internet provider (wi-fi).

This targeting is essential if you're promoting a PIN-submit offer that requires a specific carrier.

Choose carriers



 Search for a carrier

SELECT ALL

☒ United States 62



☒ vodafone new zealand broadband

☒ vodafone in

☒ viva

Proxy traffic type

Proxy servers enable users to hide their identity on the web. This is most often used by users to access sites that are blocked in their home country. So if you do not want to get impressions from unknown traffic or non-residents – check *only non-proxy traffic*.

Click the Advanced button to expand additional targeting options.

Proxy traffic type



ALL



NON-PROXY TRAFFIC ONLY



PROXY TRAFFIC ONLY

Advanced ▾

Here you can find additional targeting options for devices. Select a brand, model price and release date for even deeper mobile device targeting.

Device brands



ALL



CUSTOM

+ ADD

Device release date

Months ago

Any



Model price

From, \$

To, \$

IP targeting allows you to add specific IP addresses, i.e. show ads at a hyper-focused level.

IP ranges



ALL



INCLUDE



EXCLUDE

Include IP ranges

Type IP ranges separated by a comma

Enter

CLEAR ALL

14.160.0.0



14.191.255.255 14.224.0.0



14.255.255.255 113.160.0.0



113.1

116.118.127.255 123.16.0.0



123.30.1.159 123.30.1.176



123.30.1.191 123.30.1.2

123.30.1.239 123.30.2.0



123.30.3.15 123.30.3.72



123.30.3.79 123.30.3.88



Keywords

Keywords are the tags placed on the content of websites. In general, it is similar to category targeting, but keywords have more variations and could be more precise and niche. If a keyword of content matches the keyword in your ad campaign your ad will be shown on the spot of the page.

Keywords ?

Keywords

Type words separated by a comma

Enter

CLEAR ALL

top model ✕

Retargeting

This tool allows advertisers to target visitors that visited a landing page, but leave it without making a conversion. [Click here to learn how retargeting works and how to set it up.](#)

Retargeting (FAQ)



OFF



SIMPLE



ADVANCED

**INCLUDE**

The ads will only be shown for users in this collection

**EXCLUDE**

The ads will be shown for all users except this collection.

User collection

None



GET CODE

+ CREATE NEW

Collect users



OFF



COLLECT

THE USERS WHO CLICKED ON YOUR ADS WILL BE SAVED IN THE COLLECTION

User collection

None



GET CODE

+ CREATE NEW

Optimizer

This is a tool that automatically adds under-performing ad spots to blacklists according to the rules you set. [Learn more about Optimizer here.](#)

Optimizers BETA

Optimizer (FAQ) ?

+ ADD OPTIMIZER

Audience

Select the traffic type:

- RON - all ad spots.
- PRIME - Premium ad spots.
- MEMBERS AREA - Ad spots with registered users.

We recommend you to create separate campaigns for each traffic type.

💡 This way you will precisely control your price. Set a higher bid for the *Members area* and a lower bid for *RON* traffic.

Once the campaign is saved, you can not change traffic type.

1 Settings
ID 438561, banner 300x100, All countries

Audience and pricing
RON, CPM: \$0.016 (DB: \$100)

Audience

Traffic Selection ?

☒ **RON**
Run all spots of the network

☐ **PRIME**
Whitelist of premium spots from our direct inventory

☐ **MEMBERS AREA**
Spots of online platforms with registered users

You can add sites and ad spots to **Whitelists or Blacklists**.

Whitelist means that your ads will be shown only to users from the specified sources.

Blacklist means that your ads will NOT be shown to users from the specified sources.

💡 Click *Edit* to check the added domain names.


Site ID ?

☐ ALL ☒ WHITELIST 2 ☐ BLACKLIST

🔍 Type Site ID separated by a comma, dot or space

CLEAR ALL

COPY ALL

 EDIT

10252 ✕

30 ✕

Spot ID ?

☐ ALL ☒ WHITELIST ☐ BLACKLIST

🔍 Type SpotID separated by a comma, dot or space

Enter

+ ADD SPOTS

Traffic sources

Select both source types or start with direct inventory to test a new offer.

Traffic Source ?



DIRECT INVENTORY

High-quality direct traffic.
Best choice for testing



PARTNER NETWORKS

Proven partners traffic.
Well suited for scaling

Pricing models

Select a pricing model by which you will buy traffic:

[CPM](#) - pay for 1000 impressions.

[CPC](#) - pay per click

[CPA](#) - pay per conversion.

Pricing

Advertising model

☒ **CPM**

Cost per thousand impressions. [FAQ](#)

☐ **CPC**

Cost per click. [FAQ](#)

☐ **CPA**

Cost per action. [FAQ](#)


💡 Besides standard CPM, you can launch ads on [Dynamic CPM](#). DCPM allows you to bid at the best price possible without going higher than the bid set by you.

💡 If you choose Native ad format, the [CPMv model](#) will also be available.

💡 Keep in mind that our **auction based on eCPM**. So, CPM is the most stable and recommended bidding model. Thus, having tested our traffic and found profitable approaches, we recommend running ad campaigns on CPM model.

Price

Set the bid you're willing to pay for ads.





Price 

CPM

\$ 0.03

☒ STANDARD ☐ DYNAMIC

✓ OPTIMAL CHOICE TO RECEIVE TRAFFIC FROM ALL OF YOUR SELECTED TARGET.

LOWEST	MINIMUM	RECOMMENDED	PREMIUM
 \$ 0.002	 \$ 0.01	 \$ 0.03	 \$ 0.809
The lowest possible bid for your targeting	The minimum bid to compete for all the targeted traffic	Based on the eCPM of all targeted GEOs and spots	Based on the max eCPM among targeted GEOs and spots
<ul style="list-style-type: none"> Does not include all of your targeting Lowest price for traffic within your targeting 	<ul style="list-style-type: none"> Includes all of your targeting The minimum bid to participate in all auctions for targeted 	<ul style="list-style-type: none"> Includes all of your targeting The recommended bid to test the selected targeting for optimal auction results 	<ul style="list-style-type: none"> Includes all of your targeting The highest bid to cover all the selected targeting and win most of the traffic
APPLY BID	APPLY BID	APPLY BID	APPLY BID

Budget

Set an overall or daily budget limit. The minimum daily budget is \$10.

For In-Page Push ad format, the min daily budget is \$25.

Budget

Daily budget

\$ 10



TOTAL BUDGET



Distribution

ASAP - tick it if you want to spend your budget as soon as possible.

EVEN - tick this option if you want to distribute the budget evenly throughout the day.

Distribution ?



ASAP



EVEN

Creatives

Upload your banners.

We support images (JPG, JPEG, PNG), including animated (GIF), [video](#) and [HTML5 banners](#).

The maximum file size is 4 Mb.

Creatives

☒ IMAGE

☐ VIDEO

☐ HTML5

Banner 300x100 Type

Media Buying Tools

Guidelines



BANNER 300X100

Drop your creative here.

300x100 and 4 MB 

[BROWSE FILES](#)

Add one or several banners.

Priority

Giving priority to banners is basically like increasing their weight inside your ad campaign. In the case where you have 2 banners:

- #1 has priority 1
- #2 has priority 2

The first will receive 33,3% traffic and the second 66.6% traffic. In general the display of the banner to display is “pseudorandom”. Priority just increases the probability of choosing the banner with the biggest weight.

For example, if you have 4 banners and weights are respectively 1, 2, 3, 4: the system calculates the sum of all weights ($1+2+3+4=10$), and for each banner it sets the probability as the weight of banner divided by the sum of all weights (such as $1/10$, $2/10$, $3/10$, $4/10$, so the chances will be 10%, 20%, 30%, 40% per banner accordingly). It does not guarantee that the banner with the highest priority will get the 1st impression, but it definitely increases its probability.




We recommend to keep it by default initially, and then adjust, depending your creatives performance.

Frequency capping

Set the [frequency capping](#) and add a link to the promoted offer.

Creative



300x100 N°1
10.2 KB

Priority
1

Frequency capping per day
3

Url

+ ADD URL


+ ADD CREATIVE

Tokens

Add required [tokens](#) to the link.

💡 Keep in mind that {click_id} token is a must in order to pass conversion information.

Set up [S2S tracking](#) to get conversions visible in TrafficStars statistics.



300x100 N°1
10.2 KB

Priority
1

Frequency capping per day
3

Url



https://npltfprovpn.com/?clickid={click_id}&campaign={campaign}&os={os}&price={price}&cost={cost}



{click_id} {campaign} {campaign_id} {creative_id} {device_type}
{device_type_id} {os} {browser} {browser_id} {referrer} {site_id}
{category} {category_id} {carrier} {carrier_id} {keywords} {geo}
{region} {lang} {format_id} {format} {pricing_model} {price} {cost}
{ip} {site_host} {ecpc} {adspot_id} {adspot_name} {x} {y}

Content Moderation

If everything is alright, click Publish and the campaign will be sent to moderation.

Moderation usually takes 10 minutes during our working hours, longer on weekends and holidays.

<input type="checkbox"/>	ID	STATUS	NAME	
<input type="checkbox"/>	439844	 Pending	Banner 300x100	 Look-alike

<input type="checkbox"/>	ID	STATUS	NAME	
<input type="checkbox"/>	439844	 Approved	Banner 300x100	 Look-alike

After the campaign is approved, it will start getting traffic. Otherwise, you will receive an email explaining why your campaign or ad creatives were rejected.

>> [The most common reasons for rejection](#)

Create campaign

Did this answer your question?



